



The story of our brand

What if Thomas Edison had been satisfied with the status quo or Steve Jobs was perfectly fine with his landline? Imagine the world if Jonas Salk hadn't believed in dreams or vaccines? Or Nelson Mandela didn't think a better way was worth fighting for?

It's simple, really. Some people are risk takers, mavericks, problem solvers and game changers. For them, good enough *isn't* good enough. And the same holds true for the place they call home. For these innovators, home better be awesome.

Welcome to Tempe, strategically centered in Arizona . . . completely connected by light rail, highways and technology . . . yet absolutely standing apart in our views and ideals. There are myriad reasons to feel energized and inspired in Tempe – from the youthful zeal in the north to the urban vibe of downtown to the suburban growth in the south. But the Tempe difference is more about attitude than our millions of assets. We make the kind of waves that really make a difference in the world. And no one sits on the sidelines; everyone from old timers to newcomers is invited to jump in and enjoy the exhilarating ride.

You might say that in Tempe we see the possibilities created by change rather than the problems. That makes us fearless, which makes our future limitless.

We make waves with our minds.

Ingenuity has a ripple effect here, spreading throughout the city and gaining momentum as it goes. Education is huge. Proud home of ASU, the nation's top school for innovation, young minds in Tempe continuously discover the best of what's next in medicine, science, technology and beyond. ASU researchers have contributed to the next generation Mars Rover and discovered the first-ever Ebola vaccine. Not surprisingly, huge numbers of graduates choose to build a life here, attracted by our thriving businesses, progressive ideals, big heart and bold thinking.

And with the top school for innovation feeding into the region's top community for

innovators, this is not business as usual. Fortune 500 companies, start-ups, family-owned enterprises and innovative tech firms encompass a talented range of change-makers for good, as well as for their bottom line.

We make waves with our spirit.

Tempe's can-do spirit is passionate, genuine and completely contagious. You can see it in our faces, our community, and in our accomplishments. Our enterprising city leadership dared to improve on Mother Nature and gave the green light to the engineering marvel of Tempe Town Lake. While other cities in the region shied away from ASU's visionary idea to harness the river and create a multi-purpose oasis, we happily enjoy all the benefits of the area and exude an Oh-Yes-We-Did positivity.

Our fun-loving spirit invites people to do what they love – sun-infused activity in eco-friendly parks. Sports on every level -- from Little League to bowl games. Shopping at big name shops and discrete boutiques. We enthusiastically raise a glass and a fork along famed Mill Avenue, and sometimes raise eyebrows with our unabashed nightlife. (You know the saying, all work and no play . . .) Our welcoming spirit allows you to truly be yourself, and no matter who you are, there is a place for you here.

We make waves with our ideals.

Our famously freethinking community is inclusive of every race, culture, religion and gender. It's a place where people can speak their minds. And follow their hearts. Opinions are encouraged, and even expected by the only city council left in the state. We're an eclectic collective of doers and givers, committed to finding innovative ways to reach out to the homeless, the underprivileged and underserved. Tempe is an eco-loving haven, where natural resources are nurtured and redirected to make it a healthier home for everyone. You're invited to adopt a road, a park, an alley, a dog, or a new attitude. Other cities across the nation may look the other way, but we make social and environmental issues our focus.

That's Tempe. Unapologetic rule breakers and undaunted leaders. Scientists and start-ups. Breakthroughs in the lab and parties in the street. Out-of-the-box thinkers and off-the-charts humanitarians. We believe in doing what's good for all, not what is expected or easy. We are prolific and proud -- so many amazing innovations that begin in Tempe with the dreams and hard work of wavemakers quickly spread throughout the region, the nation and even the globe. After all, just like the powerful undulating motion of sea, you can't contain a wave!

We are making a difference. We are making waves in the desert